

Title: 3 types of messages

1 Project introduction

At FPT, we see the importance of good English not only for passing the exam and getting high grades but also for our future career. English undoubtedly gives you an edge over other job applicants out there who share the same expertise and experience.

English has been a big obsession to many FPT students. All major subjects are taught in English and students need to take all the tests in English also. Many friends of ours say that they have problem understanding the exam paper, not to mention answer them.

English Handbook aims at creating a helpful reference for FU students who have been struggling with English. By reading this, they can:

- Know about the disadvantages of not knowing English in specific situations at FPT and in real life
- Avoid many mistakes other English learners have made
- Know what the fundamental elements of English are and know how and what to study on their own
- Make a detailed study plan on their own, based on their current level and learning pace

We hope that our readers will become persistent learners and fluent English speakers.

2 Project stakeholder

Project stakeholders are those whom we will contact during our project:

Name	Job Title	Contact purpose
Mrs HuyenDTT	SSC Teacher	1. Ask for help with booking room for team meeting 2. Ask for help with reviewing the content

		3. Ask for help with reviewing the format 4. Thank for helping bring the project to completion
Mrs Nguyen Thi Hoa	FPT Head of English Department	1. Ask for help with reviewing the content 2. Thank for help with reviewing the content
	FPT students	1. Thank you for joining the survey about English learning
	Outsource designer	1. Thank you for designing the logo and formatting the handbook
Mr Nguyen Khac Thanh	FPT University President	1. Ask for sponsoring the project 1. Thank you for sponsoring the project
	FPT Club Ministers - FPTU English Club - Japanse Software Club - NoShyClub - FU Student Council Head of PDP – Personal Development Program Department Head of Student Service Department	1. Ask for help with media coverage for the project 2. Thank you for help with media coverage for the project

Ms Nguyen Thi Hong Phuc	FPT English Club Minister	1. Approval to request to use the book for member training 2. Refusal to request to use the book for member training
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3 Three types of messages

3.1 Positive message

3.1.1 Template

1. Request for information
 - a. Direct opening
 - b. Details are presented in a positive manner
 - c. Close is courteous
2. Request approval
 - a. Approval given positively in the opening paragraph
 - b. Clearly state condition of use and describe what is available
 - c. Positive close
3. Claim
 - a. Explanation is given without a display of anger
 - b. Complaint is specified clearly
 - c. Demands are given in a considerate manner
 - d. Close is friendly
4. Claim adjustment
 - a. Positive information given immediately
 - b. Convincing information
 - c. Offer something (free subscription) as sales appeal
 - d. Positive close
5. Social business

a. Congratulations

Use the direct approach

- Support details compliment the receiver
- Award is specified
- Close is personal
- Card message conveys main idea

b. Condolence

Must be sincere, short and positive

- Personal story
- Courteous, action-specific close
- Main idea conveyed in card message

c. Appreciation

- Show your gratitude by saying thank to the receiver in the first paragraph
- Give necessary information
- Is personal and sincere
- Use a friendly close

d. Invitation

- Include all the necessary details such as the date, time, place, suggested dress, and whether the receiver may bring a guest.
- For departmental or company-wide events such as picnics, it would be appropriate to indicate whether children are welcome.
- Be sensitive to diverse living arrangements; use “guest” rather than “spouse.

e. Holiday greeting

Message should be distinctive

- Message tone set by seasonal stationery
- Receiver center-wording
- Add company name in the signature area of the card

f. Welcome

- Use welcome as main idea
- Use you-viewpoint
- Paraphrase main idea
- Use personal, collegial close

3.1.2 Example

Message Type: Social business message

Scenario: Thank you Mr Thanh – FPT University Student – for sponsoring this project

Mr Nguyen Khac Thanh

FPT University

Hoalac Campus, Km29, Thanglong Avenue, Thachthat, Hanoi, Vietnam

Dear Mr Thanh,

The release of English Handbook has been a huge success and you are the one who made it possible in the first place.

FPT University has served as the main financial sponsor for our project with 5 million vietnamdong. Thanks to that support, we was able to carry out our PR campaign, which attracted more than 200 FU students. We also printed and sold out 150 handbook samples.

Your consultation and recommendation have helped us to modify our handbook content to suit FU students well and motivate our team to bring out the best content possible.

Our team has always recognized and valued your support and interest in our project for the English betterment of FU students. Without your support, it would have been impossible for us to complete this project on time and make it accessible to all students.

Sincerely,

Nguyen Thi Hong Mien

English Handbook Team Leader

3.2 Negative message

3.2.1 Template

1. Request refusal
 - a. Provide a neutral buffer
 - b. Introduce explanation
 - c. Provide logical explanation
 - d. Provide alternative
 - e. Build goodwill with personalized close
2. Adjustment refusal
 - a. Subject: does not reveal refusal
 - b. Has coherent, clear content
 - c. Show benefit to customer
 - d. Offers a friendly, goodwill close
3. Credit refusal
 - a. Good opening buffer builds good will; is neutral
 - b. Explanation is logical; stress receiver's interest
 - c. Negative information is implied
 - d. Resells
 - e. Friendly, off the topic close; warm and personalized
4. Unsolicited negative message
 - a. Positive, builds goodwill
 - b. Neutral; introduce explanation
 - c. Explicit message; de-emphasize by placement
 - d. Additional reasoning; emphasizes by placement
 - e. Close: neutral, stay off negative subject

3.2.2 Example

Message Type: Request refusal

Scenario: Refusal to request to use the book for member training

Oct 21st 2019

Miss Nguyen Thi Hong Phuc

FPT University

English Club

Hoalac Campus, Km29, Thanglong Avenue, Thachthat, Hanoi, Vietnam

<http://www.facebook.com/englishclub.fu>

Dear Miss Phuc:

Your request for using our English Handbook as reference material for all your members has been received and reviewed. Our first book release has been a huge success, and recently we receive several requests from clubs as well as students in FPT university campus.

We clearly stated to create this handbook with a view to helping students improve their English. Therefore, our team members put in great creative efforts to bring out the best content and attractive format. We are actually charging each student a fee of 25 thousand vietnamdong for each high-quality 150-page handbook.

Your club has good reputation in FPT as a place for students to learn and practice English skills. We seem to share the same mission of helping students improve their English. Therefore, we have decided to give your club 25% discount on normal fees and I am attaching a 25-page demo of our ebook for your reference.

Phuc, we appreciate your club's interest in our handbook and we hope to spread value to all needed students. Reply to this email if you have further questions about the handbook.

Sincerely,

Nguyen Thi Hong Mien

English Handbook Team Leader

3.3 Persuasive message

3.3.1 Template

1. Persuasive request
 - a. Gain attention
 - b. Build interest
 - c. Provide details that stimulate desire
 - d. Make taking action easy
2. Recommendation
 - a. Attract the receiver's attention
 - b. Build interest
 - c. Stimulate desire
 - d. Recommend action
3. Persuasive claim
 - a. Gain attention with praise
 - b. Gain interest by giving details
 - c. Add more details
 - d. Make polite request
4. Sales message
 - a. Nontraditional technique used to capture receiver's attention
 - b. Interest stimulated by giving details
 - c. Interest maintained by identifying benefits to receiver

- d. Details tell how receiver is helping community
 - e. Request for action makes response easy
5. Collection
- a. Use pride appeal
 - b. Review past actions courteously
 - c. Motivate receiver to take action

3.3.2 Example

Message Type: Persuasive request

Scenario: Send to Mr Thanh – FPT University Minister to ask for sponsoring the project

Mr Nguyen Khac Thanh

FPT University

Hoalac Campus, Km29, Thanglong Avenue, Thachthat, Hanoi, Vietnam

Dear Mr Thanh,

50% of second-year FPT Software Engineer students have problem understanding the exam paper and more than 80% FPT students are afraid of making a presentation in English according to our recent survey. Most English teachers believe that the lacking of a good incentive and self-study method leads to poor English among students.

It is not the lack of information, but the excess of information on the Internet which confuses English learners. The difference between good and bad English learners is not a good, but a suitable method to their learning style. Our English handbook team have carried out extensive research on the way FPT students learn English, consult with many experienced English teachers to understand student behaviors and learning styles. We managed to put together a 150-page handbook to serve as the ultimate guideline for English students to focus on what is important and make their own specific self-study plan.

Our team is looking for sponsorship and consultation to carry out our PR campaign to make our handbook well known to all students as well as print out handbook samples. I am attaching a detailed sponsor contract in this email for your reference.

The school name will be printed on the book cover and FPT University can use our handbook for any marketing purpose or internal training. You can contact me via email: hongmienft123@gmail.com or my mobile phone 555-4286 before October 30, 2019. I will be more than pleased to answer your questions about this handbook project.

Sincerely,

Nguyen Thi Hong Mien

English Handbook Team Leader